



National Civil Service League

EFFICIENCY-QUALITY-ECONOMY IN GOVERNMENT MANAGEMENT
FOUNDED 1881

FOR RELEASE ON:
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For Information:
Ada Kimsey (202) 833-1450

1974 CAREER SERVICE AWARDEES NAMED

WASHINGTON — Recipients of its Career Service Award were announced today by the National Civil Service League. Chosen to receive this notable award — now in its 20th year — were 11 top federal “achievers.” In making the announcement, Mortimer M. Caplin, League President, noted that: “This year, the League — as a citizen group for good government — is particularly pleased to point to these and thousands of other public servants who — despite Watergate and other alarms — efficiently carry on the business of government.”

The National Civil Service League annually honors top federal officials in order to spotlight the high quality of public servants; to encourage quality job performance by all public job holders; and to spur able youth to build government careers.

In 1974, nine Awardees will receive the Career Service Award for Sustained Excellence (at least ten years of outstanding public service). Two Awardees are to receive the Career Service Award for Special Achievement (one or more landmark accomplishments without regard to length of service). Awards will be presented at a cocktail-reception to take place on October 9 in the Department of State’s Diplomatic Reception Area. Cabinet officials, League Board Members and leaders from the business and academic communities will join with Awardees’ families, friends and former Career Service Awardees in paying tribute to the 1974 Award Winners.

The League is a citizen group which has worked for better government at every level — federal, state and local — since 1881.

Recipients of the 1974 Career Service Award for Sustained Excellence are:

- **John P. Abbadessa**, Assistant General Manager, Controller, Atomic Energy Commission; improved financial management — throughout the federal establishment — has been Mr. Abbadessa’s contribution to government in his 29-year career. Most recently, he was honored for his major role in preparing the AEC report to the President — a report used in the President’s Energy Message and the FY 1974 Energy Budget.
- **Carl E. Duckett**, Deputy Director for Science and Technology, Central Intelligence Agency; his contribution to the 1972 SALT agreement has been singled out as one of the agency’s most significant achievements; in addition to keeping current on foreign S & T developments, he oversees nine offices which collect, process and analyze intelligence which, among other responsibilities, has the effect of monitoring the SALT agreements in operation.
- **Dr. John Carol Eberhart**, Associate Director for Mental Health Research, and Director, Intramural Research Program, National Institute of Mental Health, Department of Health, Education, and Welfare; research into mental illness — causes; diagnoses; treatment; and prevention — is the charge of Dr. Eberhart. Research which he oversees also looks into factors of normal behavior.

—MORE—

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- *David Simonds Johnson*, Director, National Environmental Satellite Service, National Oceanic and Atmospheric Administration, Department of Commerce; with one other person and a zero budget, in 1958 Mr. Johnson started the Weather Bureau's meteorological satellite program; he has since led in the growth of a whole new field of space applications to the present 600-person National Environmental Satellite Service.
- *Dale R. McOmber*, Assistant Director for Budget Review, Office of Management and Budget; as a top officer of OMB, Mr. McOmber plays a central role in the formation of the President's Budget, and his Budget Message; his activities have wide-spread impact on the government's budgetary operations.
- *Ross M. Madden*, Regional Director, Region 13, National Labor Relations Board; the Chicago Regional Office — one of NLRB's largest — under Mr. Madden's leadership annually processes more than 1900 cases in the enforcement of the National Labor Relations Act; during his long service as Regional Director, Mr. Madden has been responsible for the investigation, determination and legal preparation in many cases of national interest.
- *Thomas D. Morris*, Assistant Comptroller General, General Accounting Office; a key official in GAO, Mr. Morris is responsible for program evaluation and reporting to Congress on complex governmentwide issues in logistics and communications; procurement and systems acquisitions; and federal personnel and compensation.
- *Dr. Francis J. Mulhern*, Administrator, Animal and Plant Health Inspection Service, Department of Agriculture; Dr. Mulhern not only administers federal meat and poultry inspection; disease and pest control; and programs to assure humane treatment for animals, but he is personally responsible for developing programs to improve food safety through more stringent inspection and broader consumer education.
- *Dr. John E. Naugle*, Associate Administrator for Space Science, National Aeronautics and Space Administration; science research accomplishments — under Dr. Naugle's leadership — include the mapping of Mars' entire surface; use of unmanned spacecraft as astronomical observatories in space where they have discovered x-ray sources and many other features not observable from earth; the collecting of the first detailed scientific data on Jupiter — the largest planet — and its moons.

To receive the Career Service Award for Special Achievement are:

- *Dr. Carolyn Huntoon*, Head, Endocrine Laboratory, NASA Johnson Space Center, Houston, Texas, National Aeronautics and Space Administration; Dr. Huntoon devised a sophisticated Bio-assay of Body Fluid experiment; performed in space by the Skylab astronauts, the experiment identifies and measures for the first time the elements of endocrine and associated functions which react biochemically as man adapts to weightlessness.
- *James T. Murphy*, Director of Air Transportation Security, Federal Aviation Administration, Department of Transportation; Mr. Murphy has played a major role in deterring air piracy; as a planner, manager and on-the-spot participant, he has contributed heavily to the virtual elimination of this international crime of the jet age. Mr. Murphy is also currently Acting Director, Metropolitan Washington Airport Service.

1974

CAREER SERVICE AWARDS PROMOTION

CAREER SERVICE AWARDS
PROMOTION

The National Civil Service League knows that government is served by thousands upon thousands of highly competent public employees who like the challenge and variety of public service. The League also knows that these employees need and deserve recognition. Since 1955 the League has presented its Career Service Awards Program to:

- . recognize career public employees for significant contributions
- . encourage excellence in government service
- . promote public appreciation of quality in government
- . stimulate able youth to choose government careers

Largely due to the efforts of agency personnel and information staffs, hundreds of co-workers, friends of the awardees, key government officials and national business and community leaders enjoyed the Career Awards Program in 1973. The value of this accolade to the winners personally, and to their agencies is immense. We urge that you promote information so that your winner knows his agency supports him, and so that the nation knows the worth of your organization and its people.

The following promotional guidelines are presented to assist you.

We are asking one personnel and one information staff member to be our "key contacts" in your agency and fill out the card we have

provided. Although you may delegate responsibility for each of the functions explained in the promotional guidelines, we will try to work only with you.

For further information contact Ada Kimsey, National Civil Service League, 1825 K Street, N.W., Washington, D.C. 20006 - (202 833-1450).

The 20th Annual Career Service Awards Program will take place on October 9, 5 to 7 P.M., Department of State Diplomatic Reception area. Award Winners, their families and friends; Former Awardees; agency heads; business and academic leaders will be invited.

We are seeking sponsor support from organizations and individuals: with a contribution of \$500, each organization or individual may invite up to 20 guests. If you have a question on an invitee, please check with the League office. In any case, we must complete our guest list by September 1 because of the need to clear with State Department security.

A unique feature of this program to honor outstanding service in the federal government is the high degree of federal and community participation.

We are enclosing a leaflet which you may want to use in "advertising" your winner.

AWARDS SUPPORT LISTS

Lists should be drawn up for each winner, indicating non-government firms and individuals who can be invited by the League and/or by the agency to support the awards program. We will send the letters.

Please give us names and addresses of:

- . the homestate Congressman and two Senators of the Awardee;
- . business firms and organizations that would be interested in contributing to the program in honor of your Awardee;
- . professional organizations that would be interested in the Awardee -- especially those identified with his profession;
- . friends and colleagues who might be interested in contributing.

Your winner's secretary is being asked to supply names too. So you might want to speak to her.

PRESS LISTS & PUBLICITY

A unique aspect of the Career Service Awards Program is its goal of enhancing the prestige of public service on a national scale. It is important that the general public know about the significant careers of the employees who win this coveted award. It is important to encourage able people to seek government careers. Clearly, this kind of favorable publicity is a "plus" for every government agency and employee. Therefore, we ask your help in mounting a public information program geared to your own winner (we will issue general releases as the event draws near). We urge you to:

- . send out releases on your winner, including, if possible, statements by your agency head and others that would help get coverage -- you are urged to send press releases as often as possible;
- . arrange for "human interest" or "profile" articles on your winner in Washington and national papers, magazines, etc.;
- . cooperate with us in arranging for television and/or radio interviews of your winner, agency head and others by helping our staff with suggested interviews and assistance.

Please provide the League with two copies of each release and/or statement you issue and, if at all possible, please give us copies before or after the banquet of any press clippings that are generated.

SAMPLE

PRESS RELEASE

DEPARTMENT OF STATE
OFFICE OF MEDIA SERVICES
WASHINGTON, D.C. 20520

This story, along with pictures of David Newsom, was mailed to 122 daily papers in California

CALIFORNIA DIPLOMAT WINS \$1,000
FOR CAREER CONTRIBUTIONS TO THE
GUIDANCE OF U.S. FOREIGN POLICY
(revised by NCSL)

Washington -- A native of California, whose outstanding twenty-three-year diplomatic career has led to his present post as Assistant Secretary of State for African Affairs, will be honored on April 23 as one of the top ten Federal career employees when the National Civil Service League presents him and nine others with its Career Service Award for 1971.

He is Assistant Secretary of State David D. Newsom, 53, whose Award citation honors him "for his decades of talented interpretation of American policies on the international scene."

Since 1955, the National Civil Service League has annually paid honor to the top Federal career employees under its Career Service Award program, designed to encourage others in government to pursue excellence, promote public appreciation of quality in government, and stimulate able young people to choose careers in government.

Mr. Newsom has been selected for the Award in recognition of a diplomatic career highlighted by a series of difficult and sensitive assignments in underdeveloped parts of the world, in Asia, the Middle East, and Africa; by his performance from 1965 to 1969 as American Ambassador to Libya, where he had major responsibilities dealing with a large U.S. investment community and a large Air Force base; and by his service as Assistant Secretary of State for African Affairs, during which he supervised preparations for the visit by Secretary William P. Rogers to ten African countries in 1970, the first such visit by a Secretary of State to the continent. Mr. Newsom has himself visited Africa on three occasions since he became Assistant Secretary of State, conferring with leaders of 36 of that continent's 42 countries.

Since July 17, 1969, when he was appointed Assistant Secretary of State for African Affairs, Mr. Newsom's leadership of the Bureau of African Affairs has been notable for the impact it has made upon U.S. foreign policy. He is credited with helping place Africa in its proper perspective in the conduct of U.S. foreign relations as a whole.

Mr. Newsom is also recognized by those who have worked with him for being a strong leader of men who is at the same time a skilled professional, a creative innovator, a perceptive analyst, a persuasive advocate, a sensitive supervisor, and a tireless worker.

He was born in Richmond, California, and educated at Berkeley, where he received a B.A. from the University of California in 1938. After taking a M.S. at Columbia University in 1940, he traveled around the world as a Pulitzer traveling scholar (1940-41) and then joined the U.S. Navy when the United States entered World War II, serving overseas with the rank of Lieutenant.

After the war, Mr. Newsom returned to California, where he served as publisher of the Walnut Creek Courier Journal from 1946 to 1947. He left the newspaper field in the latter year to enter the Foreign Service of the United States.

As a Foreign Service Officer, he held assignments in Karachi (1947), Oslo (1950), Baghdad (1951), and London (1960). He was Officer in Charge of Arabian Peninsula Affairs in the Department of State from 1955 to 1958, and attended the National War College in 1959-60. In 1963, he became Director of the Office of North African Affairs.

Mr. Newsom received a Commendable Service Award from the United States Information Agency (USIA) in 1955 for his service in directing the USIA staff in Iraq for a three-year period. He received a Meritorious Service Award from the Department of State in 1958.

He is married to the former Jean Craig, a native of Saskatoon, Saskatchewan, Canada. The Newsoms have three sons, John, Daniel, and David, and two daughters, Nancy and Catherine.

Civil Service League To Honor Government Research Scientist

Dr. Alan M. Lovelace, government research scientist and St. Petersburg native, has been chosen one of 10 national recipients of the Career Service Award by the National Civil Service League.

The awards carry a tax-free cash value of \$1,000 each, and will be presented at a banquet at the Washington D.C. Hilton Friday.

Now director of laboratories for the Air Force Systems Command, Dr. Lovelace has progressed from research chemist to chief sci-

entist in the Polymer Branch to his present post.

He has six inventions in the field of changing molecular arrangements to form new compounds and has written extensively in technical publications. He received bachelor's, master's and doctoral degrees from the University of Florida, finishing in 1954.

Founded in 1881, the Civil Service League is a non-profit group formed to promote efficiency in federal, state and local government.



DR. ALAN LOVELACE
... St. Petersburg native.

St. Petersburg Times
ST. PETERSBURG, FLA.
D. 166,055 SUN. 151,755
APR 18 1971

Eastbay Diplomat To Be Honored

David D. Newsom, native of the Eastbay who is serving as Assistant Secretary of State for African Affairs, will be honored as one of the top ten federal career employees by the National Civil Service League in ceremonies next month.

Newsom, 53, was born in Richmond and received his bachelor's degree from the University of California in Berkeley. He has been in the diplomatic service for 23 years.

He has served as a Foreign Service officer in Karachi, Oslo, Baghdad and London. He was officer in charge of Arabian Peninsula Affairs in the State Department and director of the Office of North African Affairs.

He was appointed to his present post in July, 1969. His award, which honors him for "his decades of talent



DAVID D. NEWSOM
Civil Service Honors

policies on the international scene," will be presented at a banquet April 23 in Washington. The award, worth \$1,000, an inscribed gold

AF chemist to get award

Dr. Alan M. Lovelace, 1107 Meritorium Civilian Service Claybourne Road, Kettering, Award, highest given a civilian will be one of 10 recipients of the by the Air Force, and the Air Career Service Award of the Force Assn.'s Distinguished National Civil Service League Award for Program Management April 23.

Director of the Air Force Systems Command's Materials Laboratory at Wright-Patterson Air Force Base, he is an expert in fluorine and polymer chemistry.

The award carries a \$1,000 gift. Dr. Lovelace also holds the

JOURNAL HERALD
DAYTON, OHIO
D. 111,867

MAR 23 1971

Oakland Tribune
OAKLAND, CALIF.
D. 225,038 SUN. 251,534

MAR 17 1971

Knox Native Given Award For Work

Dr. John E. Reinhardt, Knoxville native, has been awarded the Career Service Award of the National Civil Service League for his work with the U. S. Information Agency.

He is assistant director in charge of USIA activities in the East Asia and Pacific areas. The award carries a \$1,000 tax-free cash prize and a citation as "cultural ambassador."

The son of Mr. and Mrs. E. V. Reinhardt, of 2433 Cecil Avenue, he is a 1935 graduate of Austin High School. He earned a degree from Knoxville College and received his Ph.D. from the University of Wisconsin.

Reinhardt is married to the former Carolyn L. Daves of Knoxville. They have three daughters and now reside at 6801 Laverock Court, Bethesda, Md.



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KNOXVILLE, TENN.
JOURNAL

SAMPLE NEWSLETTER ARTICLE

DEPARTMENT OF STATE NEWSLETTER

March 1971 No. 119

ASSISTANT SECRETARY HONORED

Newsom Wins Career Service Award

David D. Newsom, Assistant Secretary for African Affairs, has been named one of the 10 winners of the 1971 Career Service Award sponsored by the National Civil Service League.

Another of the winners is Maurice J. Williams, Deputy Administrator of the Agency for International Development, who was honored for "his superior achievements in international economics, especially in Pakistan and India."

The winners will each receive a check for \$1,000, a gold watch, and a framed citation at the 17th annual awards ceremony and banquet at the Washington Hilton Hotel on Friday, April 23.

Assistant Secretary Newsom was cited for "his decades of talented interpretation of American policies on the international scene."

In nominating him for the national award, the Department wrote:

"Mr. Newsom has had a rapid rise in the Foreign Service. He has demonstrated a combination of professional ability, dedication to work and unusual personal qualities.

"He has spent most of his 23 Foreign Service years in the underdeveloped parts of the world—in Asia, the Middle East and Africa—in a series of difficult and sensitive assignments, the most recent of which as Ambassador to Libya where he had tremendous responsibilities dealing with a large U.S. investment community and a major U.S. Air Force base.



Mr. Newsom

"He entered into his present responsibilities with the same enthusiasm and desire for innovation," the Department's nomination continued. "He supervised the preparations for the Secretary's ten-country visit to Africa in February 1970, the first such trip by a Secretary of State to that continent.

"He has guided our policy towards southern Africa, probably the most difficult and potentially explosive problem in Africa—by preparing important policy statements, by closing our Consulate in Rhodesia and by discouraging U.S. investments in South West Africa.

"With his commitment to principle, and assisted by the strength of his personality, Mr. Newsom has been successful in bringing the urgent problems, as well as the great promise of the large and diverse continent of Africa to the attention of U.S. policy makers, the Congress and the public. His approach has helped place Africa in its proper perspective in the conduct of U.S. foreign relations as a whole."

Mr. Newsom was born in Richmond, California, on January 6, 1918. He graduated from the University of California (Berkeley) with an A.B. degree in 1938 and from Columbia University with a M.S. degree in 1940. He also attended the National War College in 1959.

He began his career as a journalist, first as a Pulitzer traveling scholar in 1940-41, then as a reporter for the *San Francisco Chronicle*, and after serving as a Navy lieutenant in World War II, as publisher of the *Walnut*

Mr. Newsom joined the Foreign Service in 1947. Over the years he has held such assignments as Public Affairs Officer in Baghdad; Officer-in-Charge for Arabian Peninsula and Iraqi Affairs; Director of North African Affairs; Ambassador to Libya (1965-69); Assistant Secretary for African Affairs, 1969-; and head of the U.S. Delegation to the Tenth Anniversary ceremonies in Cameroon, Madagascar and the Congo (Kinshasa), in 1970.

He is married to the former Jean Craig and they have five children—three sons and two daughters.

STATEMENT FOR AGENCY HEAD

We will need a copy of the statement -- one or two sentences --
you prepare for your agency head to introduce your winner.
Please submit this to the League by September 15.

PHOTOGRAPHY

An important part of the Career Service Awards Program, from the Awardee's point of view, is to have mementoes of the affair in pictures. Pictures also help winners' agencies in their own publicity and in later recruiting efforts, etc. The League would also like to have pictures for its publications and for its scrapbook.

You are welcome to assign a photographer to supplement the work that will be done by the NCSL photographer. Your photographer may take pictures at the reception. If you do assign a photographer, the League would be grateful if you would provide the Awardee, others included in the picture, and your agency head with a copy of each picture. We would also appreciate your furnishing the League with two copies of each picture. Be sure to indicate identification on reverse of each picture.

We will need the photographer's name by September 1, so that we may make up our total guests list well in advance of the event.

Continued

Sponsors #500

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fare awardees-

awardees + wives + 5

Agency Heads

Press

Board

Photographers

Honored Guests

Pers + PIO's

Honored -

Congressman

Supreme Court

no principal speaker